



# SEASONAL WORK WITH EURES

**EURES SEASONAL  
WORK CAMPAIGN**

Communication toolkit

#EURESeasonalWorks



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# 1.0. Context and objectives

EURES is running an information and communication campaign on seasonal work. The campaign is launching on 7 July 2021 and will run until the last week of October.

This toolkit is intended for campaign partners and multipliers across the EURES network and beyond. This group includes the EURES National Coordination Offices (NCOs), Public Employment Services (PES) and Members and Partners, as well as other stakeholders with an interest in EURES activities, such as policy-makers and practitioners in national administrations and social partner organisations.

Read on to find out more about the campaign's context and objectives.

## 1.1. Context

Each year, up to 1 million EU citizens move to another Member State for seasonal work, while over 100 000 seasonal workers come to the EU from third countries. As well as helping employers to fill local labour shortages, seasonal work offers flexible opportunities for jobseekers to earn money, skills and experience abroad, without a long-term commitment.

However, seasonal workers are more vulnerable to precarious living and working conditions. They often lack information about their rights, obligations and support services, and may be at greater risk of abuse by employers. Employers may also lack awareness of the relevant laws and face their own challenges, such as unfair competition caused by non-compliance and undeclared work.

The **COVID-19 pandemic** has given greater visibility to these conditions, and in some cases made them even worse. It has also highlighted the importance of seasonal workers for the EU economy and the recruitment challenges caused by international travel restrictions.

The European Labour Authority (ELA) has now launched an action plan to promote fair seasonal working conditions, as part of which it is running an **awareness-raising campaign on seasonal work**. The EURES campaign is **one of three specific strands of this overarching campaign**.

## 1.2. Objectives

Focusing on the **recruitment** phase, this EURES campaign aims to raise awareness among jobseekers and employers of their seasonal work rights and obligations and the available EURES support services.

More specifically, the campaign will:

- increase awareness among **jobseekers** of their rights and obligations as seasonal workers and of the assistance and support available to them in their Member State of work and/or origin, including EURES services;

- provide **employers** with information on recruiting seasonal workers, how they can comply with the relevant national and EU laws, and the benefits of following these laws;
- coordinate initiatives between the **EURES network and social partners** to ensure messaging across the campaign is relevant and consistent.

While the core campaign strand led by ELA will focus on the agri-food sector, the EURES campaign will also broaden the scope to additional key sectors: tourism, hospitality and construction.

## 2.0

# How to participate

EURES is counting on your support to spread the word about this campaign. By getting involved, collaborating with other stakeholders and publicising the campaign to your own networks, you can help reach the target groups across the 31 EURES countries.

You can also use your expertise to provide tailored information to your local audiences. In doing so, you will help to spread the campaign's key messages (see [Section 3](#)), and ultimately ensure that jobseekers and employers know their rights and obligations and where to find information and support.

There are many ways you can participate in the campaign. Firstly, you can get involved on social media by:

- resharing **social media posts** from the main EURES channels;
- sharing your own **tailored social media posts** about the campaign, including the campaign hashtags **#Rights4AllSeasons** and **#EURESeasonalWorks**, and using the editable social media visual templates (to be provided) and the example posts (see [Section 7.3](#)) for inspiration;
- using the **campaign header, banner and cover photo** (to be provided) on your Twitter, LinkedIn and Facebook channels throughout the campaign;
- **discussing the campaign with other stakeholders**, including engaging with other members of the EURES network on the [EURES Community of Practice](#);
- sharing **useful tools and resources** with information tailored to your local context, for example about:
  - **seasonal work rights and obligations**
  - **living and working conditions**
  - **social security and taxes**
  - **healthcare**
  - **relocation packages**;
- answering **questions** from your followers.

Detailed guidance on using social media is available in [Section 7](#).

Other ways you can get involved in the campaign include:

- creating your own **communication materials**, such as leaflets and posters, using the editable templates (to be provided) and campaign visual identity (see [Section 5](#)) and disseminating them via your social media, website, events, etc.;

- contributing to the ELA website **campaign pages**, by sending the materials you have created with the templates, and news about transnational cooperation activities and good practices in the context of the campaign;
- developing your own **communication initiatives** with your networks at local level (e.g. joint awareness-raising efforts);
- organising **events** in your country or region, particularly around the **Week of Action**, commencing on 20 September;
- approaching **local media outlets**, using the press release template in [Section 6](#) and further media relations guidance (to be provided).

The following sections of this toolkit provide various tools to help you promote and engage with the campaign, including:

- guidance on target groups and key messages ([Section 3](#))
- slogan and hashtags ([Section 4](#))
- visual identity assets and guidance ([Section 5](#))
- a press release template ([Section 6](#))
- tips and guidelines for social media posts ([Sections 7.1 and 7.2](#))
- examples of social media posts ([Section 7.3](#))

Other support materials, including the editable templates for publications and social media visuals, will be made available on the EURES Extranet at a later date.

**Explore the rest of the toolkit to get started!**

## 3.0

# Target groups and key messages

This EURES campaign focuses on raising awareness of rights and obligations in the context of seasonal work, specifically in relation to the recruitment phase.

The following table outlines the campaign's target groups and the key messaging objectives for each group:

Audience	Messaging objectives
<p><b>Mobile seasonal workers and jobseekers</b></p>	<ul style="list-style-type: none"> <li>• Raise awareness of labour rights</li> <li>• Advise on how to recognise bogus job advertisements, disinformation and fraud</li> <li>• Promote the assistance in job search processes that the EURES network can provide</li> <li>• Inform about fair wages in each area</li> <li>• Guide on when and how to apply for specific types of seasonal work</li> <li>• Inform about COVID-19 restrictions affecting travel for seasonal work</li> </ul>
<p><b>Employers and temporary work agencies</b></p>	<ul style="list-style-type: none"> <li>• Provide clarity around national and EU laws relating to recruiting seasonal workers</li> <li>• Promote the benefits of following employment laws and regulations relating to seasonal staff</li> <li>• Promote the assistance and help in recruitment processes that the EURES network can provide</li> <li>• Remind of employers' obligation to provide working and living conditions that have appropriate social distancing and hygiene measures relating to COVID-19</li> </ul>



Audience	Messaging objectives
<p><b>Policy makers and practitioners in national administrations and social partner organisations (EU and national level)</b></p>	<ul style="list-style-type: none"> <li>• Encourage to raise awareness of information for seasonal workers and employers to ensure they are aware of their rights and obligations</li> <li>• Promote relevant support services available to seasonal workers or employers</li> </ul>

### 3.1. Tailoring messaging to specific sectors

The communication campaign should mainly focus on the following key sectors for seasonal work: **tourism, hospitality, construction and agri-food**.

In July, the peak **agri-food** season will already be in progress. This means that communications about new opportunities in this sector will not be relevant, but messaging around labour and social rights will still be important for workers throughout the campaign.

From August, the focus should mainly be on the other key sectors (**tourism, hospitality and construction**). At the **end of August**, the focus should be adjusted further to reflect the Week of Action, due to take place week commencing 20 September. At this point, communications should focus mainly on opportunities in **tourism and hospitality** for the **winter season**.

### 3.2. Tailoring messaging to specific countries

You should also adapt your messaging according to whichever country you are in, as some countries are primarily countries of origin ('**sending countries**') and others mainly of destination ('**receiving countries**').

**Sending countries (primarily Romania, Bulgaria, Slovakia and Poland)** should mainly target jobseekers, encouraging them to register their CV, browse vacancies and find out more about their rights, seasonal opportunities and the available EURES support services.

**Receiving countries (primarily Italy, Spain, France and Germany)** should focus more on employers, encouraging them to advertise vacancies, look for candidates and learn more about their obligations and the available EURES support services.

The other countries, which are considered as both sending and receiving countries, should aim for an equal balance between messaging for jobseekers and for employers, focusing on all aspects of EURES services.

# 4.0 Slogan and hashtags

## 4.1. Slogan

The official slogan for this campaign is **'Seasonal work with EURES'**.

Using this slogan consistently in communication activities around the campaign will help to promote recognition of the campaign and ensure its focus remains clear and consistent.

This slogan will already be included in most of the pre-prepared campaign assets, such as the editable social media visual templates, leaflets and posters (to be provided), but you can also use it in other communications such as promotional articles or event materials.

There are also four accompanying **taglines** for the campaign, shown below:

1. **'Ensuring fair conditions for seasonal recruitment'**
2. **'Helping jobseekers to find fair seasonal work'**
3. **'Supporting employers to recruit seasonal workers'**
4. **'Fair recruitment is never out of season'**

These taglines can be used interchangeably alongside the main slogan, depending on which tagline is most relevant to the content you are publishing. For example, you might opt for option 2 in a social media post aimed at jobseekers, or option 3 in one targeting employers.

The tagline should not replace the main slogan, which should always appear most prominently in the campaign communication materials (see [Section 5](#) for examples), but adding a tagline will incorporate supplementary messaging for the audience.

The EURES campaign slogan and taglines complement the **'Rights for all seasons'** slogan and accompanying taglines for the overarching ELA campaign, which you may also see in communications around that campaign.

*Example of tagline and slogan in social visual*

Tagline  
Slogan



## 4.2. Hashtags

The ELA strand of the overarching campaign will use the hashtag **#Rights4AllSeasons**. This also represents an overarching hashtag for the campaign as a whole and should therefore be used on all related posts, including those under this EURES strand.

You should then use a second hashtag, specific to the EURES strand, to filter and distinguish content relating only to this strand of the campaign. This hashtag is **#EURESeasonalWorks** (please note the single 'S', which is deliberate).

Posts should also include the general EURES hashtag **#EURESjobs** and at least one **amplifier hashtag** (see further guidance below). Each post should therefore include at least four hashtags, as follows:

- **#Rights4AllSeasons** (overarching campaign hashtag)
- **#EURESeasonalWorks** (EURES campaign strand hashtag)
- **#EURESjobs** (general EURES hashtag)
- At least one relevant **amplifier hashtag** of your choice

Keep in mind that on Twitter, you may need to reduce the number of hashtags to accommodate the shorter character limit. In this case, any amplifier hashtags should be removed first.

The hashtags **#Rights4AllSeasons**, **#EURESjobs** and **#EURESeasonalWorks** should be posted in English only, for consistency and monitoring purposes. However, you may translate amplifier hashtags into your national language if appropriate.

**Amplifier hashtags** will help you reach a wider audience. You can vary these hashtags across different posts and channels, depending on which are most popular and relevant. Hashtags relating to careers, for instance **#careergoals**, **#careerchange** and **#careerdevelopment** are particularly impactful.

According to **BestHashtags**, the most popular hashtags for seasonal work on Facebook, Twitter and Instagram are those shown below. These may be some of the most relevant hashtags to use in your posts.

The top hashtags for attracting employers and jobseekers are also shown in the table below.

Hashtag	Posts using the hashtag
<b>#seasonalwork</b>	10,193
<b>#nowhiring</b>	996,854
<b>#jobseekers</b>	295,144
<b>#jobshiring</b>	179,300
<b>#staffingagency</b>	75,427
<b>#socialdistancing</b>	11,523,792
<b>#holidayhiring</b>	1,710
<b>#travel</b>	525,668,017
<b>#essentialworkers</b>	501,636
<b>#jobhunters</b>	6,452

Employers		Jobseekers	
<b>#employers</b>	38%	<b>#jobseeker</b>	29%
<b>#recruitment</b>	9%	<b>#jobsearch</b>	14%
<b>#hr</b>	8%	<b>#jobs</b>	12%
<b>#employees</b>	8%	<b>#job</b>	9%
<b>#business</b>	7%	<b>#jobseekers</b>	6%
<b>#humanresources</b>	6%	<b>#hiring</b>	6%
<b>#employment</b>	5%	<b>#jobsearching</b>	5%
<b>#jobs</b>	5%	<b>#jobvacancy</b>	5%
<b>#job</b>	5%	<b>#recruitment</b>	5%
<b>#jobsearch</b>	4%	<b>#loker</b>	5%

## 5.0

# Visual identity

## 5.1. Campaign visual identity

The Seasonal Work with EURES campaign visual identity incorporates elements of EURES and ELA branding with an addition of the wordmark. The wordmark is an asset used across the entire campaign.

### Wordmark

# SEASONAL WORK WITH EURES

### In use

The wordmark should always sit in a lock-up within a slanted bar. Where possible 'With EURES' can be highlighted in colours dependent on the season/sector reflected in the image.



## 5.2. Logos

### EURES

The safety area around the logo is equal to the spacing between the letters.



### ELA

The safety area is the height of the logo without the signature.



## 5.3. Typography

All other material - Myriad Pro

abcdefghijklmnop-  
 nopqrstuvwxyz  
 ABCDEFGHIJKLM-  
 NOPQRSTUVWXYZ  
 0123456789

Editable templates - Arial

abcdefghijklmnop-  
 nopqrstuvwxyz  
 ABCDEFGHIJKLM-  
 NOPQRSTUVWXYZ  
 0123456789

## 5.4. Logo in use

### EURES and ELA

Logos should always appear in the bottom right hand corner with EURES on the right and the correct spacing according to individual guidelines applied.



### Partner logos

There is space to the left of the ELA logo for a partner logo to sit with correct spacing



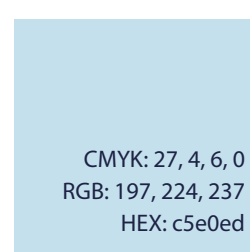
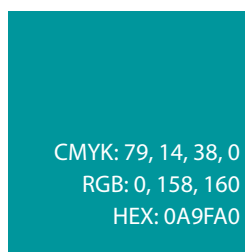
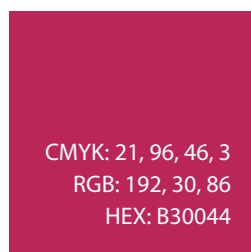
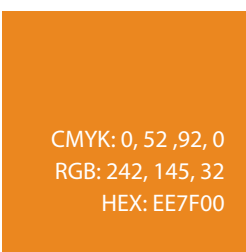
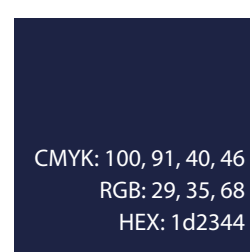
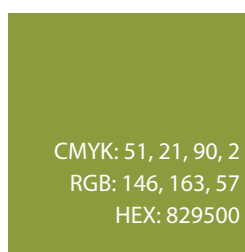
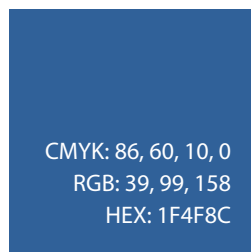
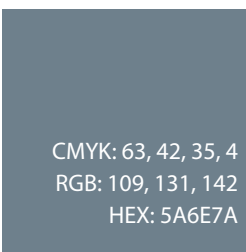
## 5.5. Colour

The blue and yellow from the ELA and EURES branding remain to keep the familiarity of the brands but additions of the EURES colour palette have been used to distinguish seasons and make the visuals stand out. The addition of a darker and lighter blue have been used to compliment the colour palette.

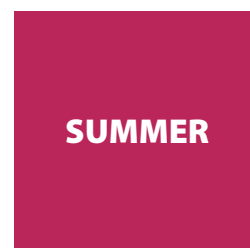
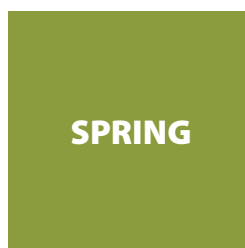
### Primary



### Secondary



### Season

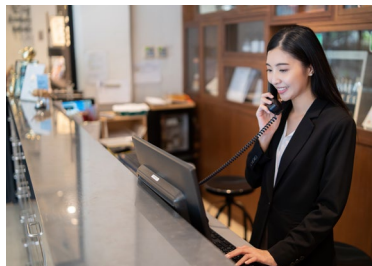




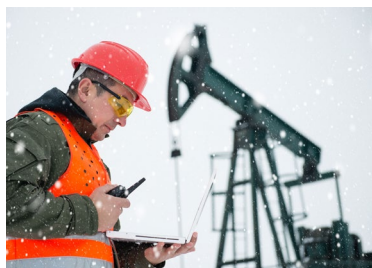
## 5.6. Photography

High-quality photography should be selected that reflects seasonal workers in action. The campaign features a wide variety of workers from different sectors and seasons that can be mixed and matched.

### Hospitality



### Construction





## Agriculture



## 5.7. In use

Some examples of campaign visuals.

### Social posts

1080 x 1080



1920 x 680





Ensuring fair conditions for seasonal recruitment

#Rights4AllSeasons  
#EURESeasonalWorks

# SEASONAL WORK WITH EURES

ELA EUROPEAN LABOUR AUTHORITY

EURES

## Posters

A4 promotional posters with space for partner logos

#Rights4AllSeasons

# SEASONAL WORK WITH EURES

Ensuring fair conditions for seasonal recruitment

f @ in t

For more information:  
XXXXXX

Conecep erattias imagnia volo dolupta nobit faccat ut ad eum quissent erum nusciduntur

#EURESeasonalWorks

ELA EUROPEAN LABOUR AUTHORITY

EURES

#Rights4AllSeasons

# SEASONAL WORK WITH EURES

Fair recruitment is never out of season

f @ in t

For more information:  
XXXXXX

Conecep erattias imagnia volo dolupta nobit faccat ut ad eum quissent erum nusciduntur

#EURESeasonalWorks

ELA EUROPEAN LABOUR AUTHORITY

EURES

# 6.0 Press release template

## Seasonal work with EURES: Awareness-raising campaign supports fair recruitment in Europe

**EURES has launched an information and communication campaign on seasonal work. Coordinated by the European Labour Authority (ELA), EURES' campaign is running from July to October 2021 and raising awareness among jobseekers and employers about their rights, obligations and opportunities.**

Each year, up to 1 million EU citizens move to do seasonal work in another Member State. Although mobile seasonal workers have rights to fair conditions, they can be vulnerable to precarious living and working conditions, fraud and abuse. The COVID-19 pandemic has highlighted these conditions and in some cases worsened them.

*[You may insert here a short paragraph about your own local policy context. Please base any data on official sources and avoid being too technical. This paragraph should briefly tell the story of why the campaign is important in your context and why local media should cover and engage in the campaign.]*

The campaign is raising awareness of rights, obligations and EURES support services, so that all jobseekers and employers can benefit fairly from seasonal work. Through its services, available in 31 countries, the EURES network has supported free movement for over 25 years.

*'Seasonal workers are the backbone of fundamental sectors of our economy, and we are happy to deliver on our mission by supporting them,' said **Mr. Cosmin Boiangiu, Executive Director of the European Labour Authority**. 'EU Member States and social partners know that they can count on ELA to raise awareness on rights and obligations and to support the enforcement of EU and national legislation. Fair work is not seasonal.'*

The EURES strand represents one of three strands of a wider ELA campaign on seasonal work, and focuses on recruitment in key sectors such as agri-food, tourism, hospitality and construction. Throughout the campaign, EURES is posting on social media using **#Rights4AllSeasons**, **#EURESeasonalWorks** and **#EURESJobs**. The campaign will culminate in a **Week of Action** involving activities across Europe from **20 to 24 September**.

*[If you are organising an activity in your country or region as part of this campaign, please also adapt and include the below. If preferable, you may also replace the above quote with a specific quote relating to your activity, e.g. from an organiser/speaker.]*

As part of the campaign, we will be organising a *[national/regional event/activity]* to *[add a brief summary of the aims here, e.g. to bring together stakeholders or align awareness-raising efforts]*, as follows:

*[add brief details of your event/activity and how to participate, including:*

- *name, dates and location of event/activity*
- *explanation of event/activity*
- *who should take part in the event/activity*
- *why EURES and seasonal work are important in your country/region*
- *information on how to take part (including details for online participation)].*

To register your interest in this event/activity, please email **[NAME]** at **[EMAIL ADDRESS]** or call **[TELEPHONE NUMBER]**.

General contact: For any more general information about the campaign, please email **[NAME]** at **[EMAIL ADDRESS OF**

GENERAL CONTACT POINT] or call [TELEPHONE NUMBER].

### Follow the campaign on social media:

[EURES on Facebook](#)

[EURES on Twitter](#)

[EURES on LinkedIn](#)

[EURES on Instagram](#)

*Designed editable word version of the press release*



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- explanation of event/activity
- who should take part in the event/activity
- why EURES and seasonal work are important in your country/region
- information on how to take part (including details for online participation)].

To register your interest in this event/activity, please email [NAME] at [EMAIL ADDRESS] or call [TELEPHONE NUMBER].

General contact: For any more general information about the campaign, please email [NAME] at [EMAIL ADDRESS OF GENERAL CONTACT POINT] or call [TELEPHONE NUMBER].

**Follow the campaign on social media:**

 [EURES on Facebook](#)

 [EURES on LinkedIn](#)

 [EURES on Twitter](#)

 [EURES on Instagram](#)




## 7.0

# Guidance, tips and examples for social media

Social media will be essential in promoting this campaign and reaching the target audience of jobseekers and employers across Europe. Using social media effectively will also help you to interact with other stakeholders and spread the word about the campaign to multipliers.

The official EURES channels for this campaign are **Facebook**, **Twitter**, **LinkedIn** and **Instagram**. Each social media platform has its own style and benefits, so you should tailor your approach for each one. However, relevant videos will be uploaded to **YouTube** and podcasts to **Soundcloud**.

Section 7.1 below provides some general guidance to help you use social media effectively throughout this campaign. [Section 7.2](#) then provides some more specific tips for each channel and [Section 7.3](#) includes some example posts for inspiration.

## 7.1. General guidance for social media

Regardless of the platform, you should always aim to ensure all social media content ticks the following boxes:

- ✓ **Relevant:** When drafting posts for this campaign, you should ensure all content is relevant to the seasonal work topic and tailored to the audience you are aiming to reach (e.g. jobseekers in your country).
- ✓ **Short:** On social media, time is precious. This also means less is more. As a general rule, your posts should be a maximum of four lines – keeping them short and to the point will ensure more of your followers read the post to the end.
- ✓ **Visually appealing:** All posts should include interesting and digestible visuals in line with the campaign visual identity ([Section 5](#)). Full social media templates will be provided on the EURES Extranet at a later date. You should also include relevant emojis (max. 3-4 per post) to make them more noticeable, informal and welcoming. Does your post mention the EU? Include the EU flag emoji!
- ✓ **Call to action:** All posts should have a clear message and an instruction for the reader. Use verbs like 'join in', 'click' and 'share' to stimulate your followers to take action after they read your post.

Make sure you also use the campaign **banners** (to be provided) on your Facebook, LinkedIn and Twitter profiles during the campaign, and don't forget to include the approved **hashtags** for the campaign (see guidance in [Section 4](#)) in all your posts!

**#Rights4AllSeasons #EURESeasonalWorks #EURESjobs**



**Tip:** If you receive a question related to the campaign and you are not sure of the answer, let us know in our [EURES Community of Practice](#) group on Facebook. We'll be sure to help you so no question is left unanswered! If you are not part of the group yet, we would encourage you to join right away!



## 7.2. Tips for using each channel

Below are some tips to help you adapt your approach to each social media channel effectively and make the most of each platform's potential.

As a starting point, make sure you follow/like the EURES page on each platform if you do not already do so, so that you can instantly get the latest updates from EURES throughout the campaign.



### 7.2.1. Facebook

Facebook is the most popular social network in Europe and will be a great channel to reach out to both jobseekers and employers in this campaign.

The main content for this campaign will be posted on the central **EURESjobs** Facebook page. You can also use your own Facebook account to raise awareness and drive engagement by sharing posts, liking and commenting on them, and clicking on linked pages.

Our top tips for posting on Facebook are as follows:

- Although there is no character limit, keep your posts short and to the point. On average, people read about a quarter of the words in your post, so keep them brief and pay special attention to your opening few words.
- Make sure your call to action is clear. For instance, you might invite the audience to click on a link, watch a video, or share your post.
- Always include engaging visuals or short videos. Images account for 87 % of the content shared on Facebook and videos have become very popular in recent years, so try to use a mix of both to increase engagement.
- Facebook Stories appear at the top of users' news feeds and are a great way to get your content seen. Keep in mind that your Stories disappear after 24 hours, so they are best for promoting topical, time-bound activities and events.
- Tag the central **EURESjobs** Facebook page in your own posts and comments to gain more visibility.



### 7.2.2. Twitter

Twitter is a great platform to help you reach a wide audience very quickly. It enables you to post short, digestible content, engage with communities via hashtags, and target social influencers such as public institutions, journalists, NGOs and academics through mentions and tagging.

Throughout the campaign, you will be able to follow and share updates on Twitter at **@EURESJob**. Make sure you use your account to like, Retweet and/or Quote Tweet posts from the central EURES page – this is one of the quickest and simplest ways that you can support the campaign.

Here are our top Twitter tips:

- There is a 280-character limit, so be concise. Use images, videos, links and hashtags to enrich your tweet.
- Hashtags are key to increasing reach, particularly if you have a small following. Always include the campaign hashtags and add relevant amplifier hashtags, if possible within the character limit.

- Mention relevant stakeholders directly in your Tweets (by typing @username) or tagging them in images. You can tag the [@EURESJob](#) and [@EU\\_ELA](#) accounts too! This will help attract attention and drive up engagement.
- Pin a Tweet about the campaign, meaning it is the first one visitors see on your profile. You can begin by pinning a campaign announcement and update this as the campaign progresses.
- Use Fleets to share temporary posts relating to key events such as the Week of Action. These Fleets will appear at the top of followers' feeds and disappear after 24 hours.



### 7.2.3. LinkedIn

LinkedIn has been rated the number-one platform to engage with businesses and target specific business categories. It will therefore be one of the best channels for reaching out to employers, as well as relevant stakeholder organisations and public institutions, during the campaign. Compared to Twitter, for example, LinkedIn is also a great channel to share more detailed information and visuals.

As EURES deals with the recruitment sector, LinkedIn is a useful platform for our content. EURES is very active on its [LinkedIn page](#) and will be posting lots of relevant content during the campaign.

Here are our tips for using LinkedIn:

- Post and re-share informative content, including videos (a relatively new feature), articles and visuals such as infographics.
- Are you a member of relevant LinkedIn groups, for example related to recruitment? If so, why not share information about the campaign on there? The other members may be interested in participating and engaging in conversations around the campaign.
- Replace your current profile picture and background photo (banner) with one of the campaign assets throughout this campaign, and invite stakeholders to do the same.
- Be sure to comment on and like posts from other LinkedIn accounts that engage with the campaign, including the central [EURES](#) page.



### 7.2.4. Instagram

Instagram continues to grow in popularity and has become the social media platform of choice for many younger users in particular, so it offers a really useful channel to engage with jobseekers.

The difference between Instagram and other platforms is that every post has to include a visual. You can use it to post images, such as photographs, infographics and advertisements, as well as short video content.

The [EURES jobs](#) Instagram account will be sharing visual content throughout the campaign, so make sure you follow and share the posts in your Stories!

Here are our Instagram tips:

- Stick to simple, high-quality images that attract attention. Avoid text-heavy visuals. Instagram captions have a much longer character limit than Tweets so you have room for explanatory text, but avoid writing essays – shorter captions are more likely to be read and you want your visuals to do most of the talking.



- As on Twitter, hashtags are a powerful tool to expand your reach. Instagram allows up to 30 hashtags per post, so you have more space for amplifier hashtags, but avoid getting carried away – it is better to stick to a small number of relevant hashtags, always including the two main campaign hashtags #Rights4AllSeasons and #EURESeasonalWorks.
- Instagram Stories share posts that disappear after 24 hours. Use them to re-share posts from the main **EURES jobs** account and promote key events such as the Week of Action. Remember, you can always save your best stories and turn them into ‘highlights’ that stay pinned at the top of your page.
- Your stories can also include more interactive elements that enable your audience to engage with you directly, such as polls and Q&As.

## 7.3. Examples of social media posts

Below are some example social media posts that you can use or adapt on your channels.

### 7.3.1. General campaign posts

#### Twitter

Every year, nearly 1m EU citizens engage in seasonal work, but they can be at risk of precarious working conditions.

The @EU\_ELA has launched a campaign to promote #Rights4AllSeasons.

Learn more → <https://www.ela.europa.eu/campaigns/rights-for-all-seasons>

#EURESeasonalWorks

#### Instagram

Every year, nearly 1 million EU citizens engage in seasonal work outside their country of origin.

However, #seasonal workers can be more vulnerable to precarious #living and #working conditions.

The European Labour Authority 🇪🇺 has launched a campaign to promote fair #SeasonalWork conditions 👍

Learn more → <https://www.ela.europa.eu/campaigns/rights-for-all-seasons>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobs #careers #work #travel #jobseekers #jobshiring

#### Facebook

Every year, nearly 1 million EU citizens engage in seasonal work outside their country of origin.

However, #seasonal workers can be more vulnerable to precarious #living and #working conditions.

They often lack information about their rights, obligations and support services, and may be at greater risk of abuse.

That's why the @ European Labour Authority 🇪🇺 has launched a campaign to promote fair #SeasonalWork conditions 👍

Learn more → <https://www.ela.europa.eu/campaigns/rights-for-all-seasons>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring

## LinkedIn

Every year, nearly 1 million EU citizens engage in seasonal work outside their country of origin. However, #seasonal workers can be more vulnerable to precarious #living and #working conditions. They often lack information about their rights, obligations and support services, and may be at greater risk of abuse. The #Coronavirus pandemic has given greater visibility to these conditions, and in some cases made them even worse. That's why the @European Labour Authority has launched a campaign to promote fair #SeasonalWork conditions. Learn more → <https://www.ela.europa.eu/campaigns/rights-for-all-seasons>  
#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring

### 7.3.2. Seasonal workers and jobseekers

## Facebook

Seasonal work is a great way to earn money 🇪🇺 and gain professional experience. EU 🇪🇺 citizens can explore and access seasonal work opportunities in any EU country 🙌  
The EURES Job Mobility Portal currently features 20 121 vacancies listed as #seasonalwork like:

🌻 Gardeners & 🍸 Bartenders in Sweden 🇸🇪

🔧 Mechanics in Demark 🇩🇰

👨‍🍳 Chefs in France 🇫🇷

See these and more #seasonaljobs here → <https://ec.europa.eu/eures/portal/jv-se/home>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #careers #jobs #vacancies #summerjobs #travel #jobseekers #jobshiring #winterwork

## LinkedIn

Seasonal work is a great way to earn money 🇪🇺 and gain professional experience. EU 🇪🇺 citizens can explore and access seasonal work opportunities in any EU country. In June last year, the @EuropeanParliament adopted a resolution to further protect the health, safety and working conditions of cross-border and seasonal workers during the #Coronavirus crisis. Apply for your next job safely online on the EURES Job Mobility Portal. There are currently 20 121 vacancies listed as #seasonalwork, from #gardeners and #bartenders in Sweden, #mechanics in Demark and #chefs in France. These jobs and more are listed here → <https://ec.europa.eu/eures/portal/jv-se/home>  
#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #SeasonalWork #careers #jobs #vacancies #summerjobs #travel #jobseekers #jobshiring

## Twitter

Seasonal work is a great way to earn money 🇪🇺 and gain professional experience. The EURES Job Mobility Portal currently lists 20121 #seasonaljobs 🙌

Search and apply here → <https://ec.europa.eu/eures/portal/jv-se/home>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks

## Instagram

Seasonal work is a great way to earn money 💰 and gain professional experience.

However, pay attention to #living and #working conditions. #seasonal workers are more vulnerable to precarious conditions.

The EURES Job Mobility Portal only lists vacancies from trustworthy employers and currently features 20 121 #seasonaljobs like:

🌻 Gardeners & 🍹 Bartenders in Sweden 🇸🇪

🔧 Mechanics in Denmark 🇩🇰

👨🍳 Chefs in France 🇫🇷

Find out more (link in bio).

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #SeasonalWork #careers #jobs #vacancies #summerjobs #travel #jobseekers #jobshiring

## 7.3.3. Employers and temporary work agencies

### Twitter

📌 Employers/temporary work agencies:

Have you considered #SeasonalWork? ☀️

Then consider advertising your vacancies on the EURES Job Mobility Portal. Find out how → <https://ec.europa.eu/eures/public/en/advertise-a-job>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks

### Facebook

📌 Employers/temporary work agencies:

Have you considered #SeasonalWork? ☀️

The EU 🇪🇺 makes hiring talented temporary #employees safe and easy.

It's important to protect seasonal workers with COVID-secure environments during the #Coronavirus 😷 pandemic.

Find out how you can advertise your vacancies with EURES here → <https://ec.europa.eu/eures/public/en/advertise-a-job>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring

## LinkedIn

Employers/temporary work agencies:

Have you considered #SeasonalWork?

The @European Labour Authority and EURES make hiring talented temporary #employees safe and easy.

It's important to protect seasonal workers with COVID-secure environments during the #Coronavirus pandemic.

You can also find more clarity around national and EU laws relating to recruiting seasonal workers with EURES.

Find out how to advertise a vacancy on the EURES portal here [➔ https://ec.europa.eu/eures/public/en/advertise-a-job](https://ec.europa.eu/eures/public/en/advertise-a-job)

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring

## Instagram

📌 Employers/temporary work agencies:

Have you considered #SeasonalWork? ☀️

The EU 🇪🇺 makes hiring talented temporary employees safe and easy, with special attentions to workers' rights.

Did you know you could be able to advertise your vacancies on the EURES Job Mobility Portal for free?

Find out how (link in bio).

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #summerjobs #travel #work #employment #employers #jobseekers #jobseekers #jobshiring

## 7.3.4. Living and working conditions

### Twitter

Fair recruitment is never out of season!

No matter what EU country they work in, #jobseekers deserve #Rights4AllSeasons 🙌

Learn more about living & working conditions in different EU 🇪🇺 countries here: <https://bit.ly/3qpBV7K>

#EURESeasonalWork #EURESjobs

### Facebook

📌 Fair recruitment is never out of season 📌

#Employers have the responsibility to make sure the #rights of seasonal workers are respected 🙌, so that everyone working a country different from their country of origin, can do so in fair and safe conditions 🙌.

No matter what EU 🇪🇺 country they work in, #jobseekers deserve #Rights4AllSeasons 🙌

Learn more about living & working conditions in different EU 🇪🇺 countries here: <https://bit.ly/3qpBV7K>

#EURESeasonalWork #EURESjobs #seasonalwork #work #careers #jobseekers

## LinkedIn

Fair recruitment is never out of season 📣

The #Rights4AllSeasons campaign, promoted by the @ELA aims to raise awareness of and ensure respect for the rights of #seasonal workers and the responsibilities of their #employers, so that everyone working in another country does so in fair and safe conditions.

Learn more about living & working conditions in other EU 🌐 countries here: <https://bit.ly/3qpBV7K>

#EURESeasonalWork #EURESjobs #seasonalwork #work #careers #jobseekers

## Instagram

📣 Fair recruitment is never out of season 📣

#Employers have the responsibility to make sure the #rights of seasonal workers are respected 🙏 so that everyone working a country different from their country of origin, can do so in fair and safe conditions 🙌.

No matter what EU 🌐 country they work in, #jobseekers deserve #Rights4AllSeasons 🙌

Learn more about living & working conditions in different EU 🌐 countries on the EURES website [link in bio]

#EURESeasonalWork #EURESjobs #seasonalwork #work #careers #jobseekers

## 7.3.5. Support services

### Twitter

Ensuring fair conditions for seasonal work and recruitment is possible with EURES.

Support is available through expert Advisers. Find out more here ➡ <https://ec.europa.eu/eures/public/en/chat-with-eures-advisers>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks

### Instagram

Did you know? You can count on EURES for fair recruitment and for ensuring fair working conditions for seasonal workers.

If you are unsure about what your rights and obligations are as a seasonal worker, ask now! EURES Advisers are available to offer support in English or national languages.

Chat with them today [link in bio].

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobs #careers #work #vacancies #summerwork #jobseekers #jobshiring

## Facebook

Ensuring fair conditions for seasonal work and recruitment is possible with EURES.

Support is available through expert Advisers. Find out more here → <https://ec.europa.eu/eures/public/en/chat-with-eures-advisers>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring

## LinkedIn

Ensuring fair conditions for seasonal work and recruitment is possible with EURES.

Support is available through expert Advisers. Find out more here → <https://ec.europa.eu/eures/public/en/chat-with-eures-advisers>

#EURESjobs #Rights4AllSeasons #EURESeasonalWorks #jobseekers #jobshiring



# 8.0

# Measuring the impact of the campaign

In this toolkit, we have given you all the tools you will need to take part in the EURES seasonal work campaign.

As you begin to publish relevant content on your social media feeds, it is important to understand the impact of this material; but what kind of key performance indicators (KPIs) are best to help you measure your impact?

## 8.1. Social media

When it comes to social media, the best areas to focus your attention on are **engagement** and **reach**.

### Engagement:

Engagement is a clear indicator of how well your content is resonating with audiences. Simple metrics to understand your engagement across the various social media channels include:

- likes and reactions
- shares
- comments.

These KPIs are relative to the size of your page's audience, so it is important to understand that every account is different and will therefore achieve different levels of engagement.

As long as your audience is engaging with your content – no matter how small that audience is – it will grow organically.

### Reach:

Reach measures how far your content is travelling and how many people are seeing it.

You can measure reach by tracking the following KPIs:

- Followers/fans: These individuals have indicated they want to see your content by following you.
- Impressions: This metric shows you how many times your post has appeared in an individual's newsfeed or timeline. This does not necessarily mean that individual looked at your post, but rather that they had the chance to.



- Traffic: What percentage of visits to your web page (i.e. the links that you include in your posts/bio) come from social media? High numbers here will mean the time you've invested into social media has paid off well.

## 8.2. Traditional media outlets

It is equally important to monitor the impact on traditional media. If you have shared a press release, it is good practice to review whether those outlets have published it – sometimes they might even share it on social media, so keep an eye out!

You can monitor the following:

- Number of outlets contacted
- Number of outlets that published your press release
- Media where it was shared (print, online, radio)

Nowadays, most newspapers will have an online version, so you can track the number of published articles by setting up a news alert on Google Alerts. Otherwise, you can contact the outlets or journalists you reached in the first place.

It is a good practice to ask media outlets that have published your content to send you some statistics about their activities (number of prints distributed, number of views of the online article, etc). This way you will be able to have a clearer picture about the impact on traditional media.

Make sure to record your successes and share them in the Community of Practice and with ECO.